



## Citizens Clean Elections Commission

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**FOR IMMEDIATE RELEASE**

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### **CITIZENS CLEAN ELECTIONS COMMISSION ANNOUNCES RESULTS OF STATEWIDE POLL TO MEASURE AWARENESS OF THE CLEAN ELECTIONS ACT**

*Seventy-Eight Percent are Familiar with Clean Elections*

**PHOENIX, Ariz. (March 3, 2005)** – The Citizens Clean Elections Commission (Commission), a state agency that administers the Citizens Clean Elections Act (Act), announced today a 34 percent increase among registered Arizona voters who are familiar with the Act. The research poll was administered and analyzed by Behavior Research Center (BRC), an independent market research firm located in Phoenix, Ariz. More than 400 Arizona voters statewide participated in the phone interviews, and the participants represent a cross section of the state's voter base in terms of gender, age, political party, ethnicity and location in the state.

In July 2003, BRC conducted a similar poll and found that 44 percent of Arizonans stated they were somewhat or very familiar with Clean Elections. Compared with January 2005, today 78 percent of registered Arizona voters state they are somewhat or very familiar with Clean Elections. BRC was contracted by the Commission to design and implement both research polls to ensure its efficacy so the previous study findings could be appropriately compared.

"The survey was conducted to help measure the effectiveness of the Commission's Education Plan," said Autumn Southard, voter education manager of the Citizens Clean Elections Commission. "These research findings demonstrate that familiarity with the Act has grown significantly which was one of the objectives of the Plan."

Awareness about Clean Elections is strong across all voter demographics. However, there are still opportunities to build additional awareness among the following voting groups: women, those between 18 and 35 years of age and Hispanics. The Commission's education efforts will continue to focus on these important voter groups.

"Nearly two-thirds of Arizona voters have an accurate understanding of what types of functions are performed by the Commission," stated Southard. "And voters want to know more. Seventy-five percent of voters stated that they are interested in learning more about Clean Elections, up nearly 30 percent from the 2003 poll."

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**About the Citizens Clean Elections Commission**

The Citizens Clean Elections Act, which was passed by voters in 1998, created a new campaign financing system that provides full public funding to qualified candidates who agree to abide by Citizens Clean Elections Commission guidelines. Candidates for statewide and legislative offices are eligible to participate in the public funding program.

To qualify for funding, participating candidates must adhere to strict spending and contribution limits and gather \$5 qualifying contributions from constituents who are registered voters. Participating candidates also agree to attend required debates.

For more information visit the Citizens Clean Elections Commission website: [www.azcleanelections.gov](http://www.azcleanelections.gov).

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